

Comparisons of Job Characteristics

Focus Occupation: **Market Research Analysts (19-3021)**

Associated Occupation: **Management Analysts (13-1111)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 85

Focus Occupation: Market Research Analysts (19-3021)
Associated Occupation: Management Analysts (13-1111)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Customer and Personal Service	11.3	19.6	14.7	<<	Extensive education and/or training may be required
Administration and Management	8.4	16.2	12.7	<<	Extensive education and/or training may be required
Personnel and Human Resources	5.6	14.2	8.2	<<	Extensive education and/or training may be required
Clerical	7.3	13.8	10.8	<<	Extensive education and/or training may be required
Sales and Marketing	5.2	10.9	13.8	>	Current knowledge level is likely sufficient
Economics and Accounting	4.4	9.0	8.2	0	Current knowledge level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 96

Focus Occupation: Market Research Analysts (19-3021)
Associated Occupation: Management Analysts (13-1111)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Judgment and Decision Making	9.4	12.5	11.9	0	Current skill level may be sufficient
Complex Problem Solving	9.1	12.3	11.5	0	Current skill level may be sufficient
Monitoring	9.9	12.0	10.3	<	A higher skill level may be required
Systems Analysis	6.5	11.4	10.4	0	Current skill level may be sufficient
Systems Evaluation	6.4	11.4	9.8	<	A higher skill level may be required
Operations Analysis	5.0	11.3	9.2	<	A higher skill level may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 96			
Focus Occupation: Market Research Analysts (19-3021) Associated Occupation: Management Analysts (13-1111)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	16.2	13.9	<	Some improvement in abilities may be required
Oral Comprehension	12.5	15.9	13.9	<	Some improvement in abilities may be required
Written Comprehension	11.0	15.4	14.8	0	Current ability level may be sufficient
Written Expression	9.8	15.0	14.8	0	Current ability level may be sufficient
Inductive Reasoning	10.2	14.7	12.8	<	Some improvement in abilities may be required
Deductive Reasoning	10.6	14.2	13.6	0	Current ability level may be sufficient
Information Ordering	9.9	12.2	11.1	0	Current ability level may be sufficient
Fluency of Ideas	7.6	10.1	12.0	>	Current ability level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 58
Focus Occupation: Market Research Analysts (19-3021) Associated Occupation: Management Analysts (13-1111)		
Work Activities	Exclusivity of Activity	
Communicate technical information	4	
Develop plans for programs or projects	31	
Develop policies, procedures, methods, or standards	21	
Direct implementation of new procedures, policies, or programs	60	
Obtain information from individuals	24	
Prepare reports	8	
Use interviewing procedures	23	
Use oral or written communication techniques	1	

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 85

Focus Occupation: Market Research Analysts (19-3021)
Associated Occupation: Management Analysts (13-1111)

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Data management and query software	1
Development software	4
Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.